

## Mayor

### Mission Statement

The mission of the Mayor's Office is to provide leadership in developing a broad based vision for the City and collaborating with the City Council, City Manager, Department Directors, civic, community, business and education leaders, and citizens in order to build a consensus and craft strategies and programs to achieve that vision.

### Description of the Service

The Office of the Mayor is the center of diversified requests for assistance from citizens, businesses, government agencies, private nonprofits, as well as the City Council. The Mayor represents the City at ceremonial and other official affairs. They have continued to facilitate "Safe Streets, Good Jobs, and Great Neighborhoods" by weekly visits to Riverside businesses and a monthly Mayor's Day Out and Mayor's Night Out to each of the City's 26 neighborhood communities. The Office of the Mayor has improved business retention by strengthening Riverside's economic base and working with the Higher Education Business Council in recruiting graduates of our Universities. In addition, the Office of the Mayor is involved in multicultural outreach programs and building relationships with sister cities from other countries.

### Major 2001/02 Priorities

- Promote economic development in the City by focusing on the New Economy and hi-tech businesses.
- Revisit the role Riverside's institutions of Higher Education have played in the community during the past decade and determine their roles in the foreseeable future.
- Work with related individuals to begin developing a long-range plan for Parks and Recreation.
- Examine opportunities to expand and upgrade City library facilities.
- Continue to promote Riverside as a Business and Family Friendly City.
- To identify and Intervene with high-risk children early in their lives to reduce crime.
- Increase Riverside's standing as a Smart Community.

## Programs and Program Goals

**Business Outreach/Visitation & TLC:** To help foster a business-friendly climate in Riverside that allows companies to prosper and grow through the TLC lunches and monthly visits by the Mayor's Business Visitation Team to address concerns of businesses and assess short and long-term business needs in the City.

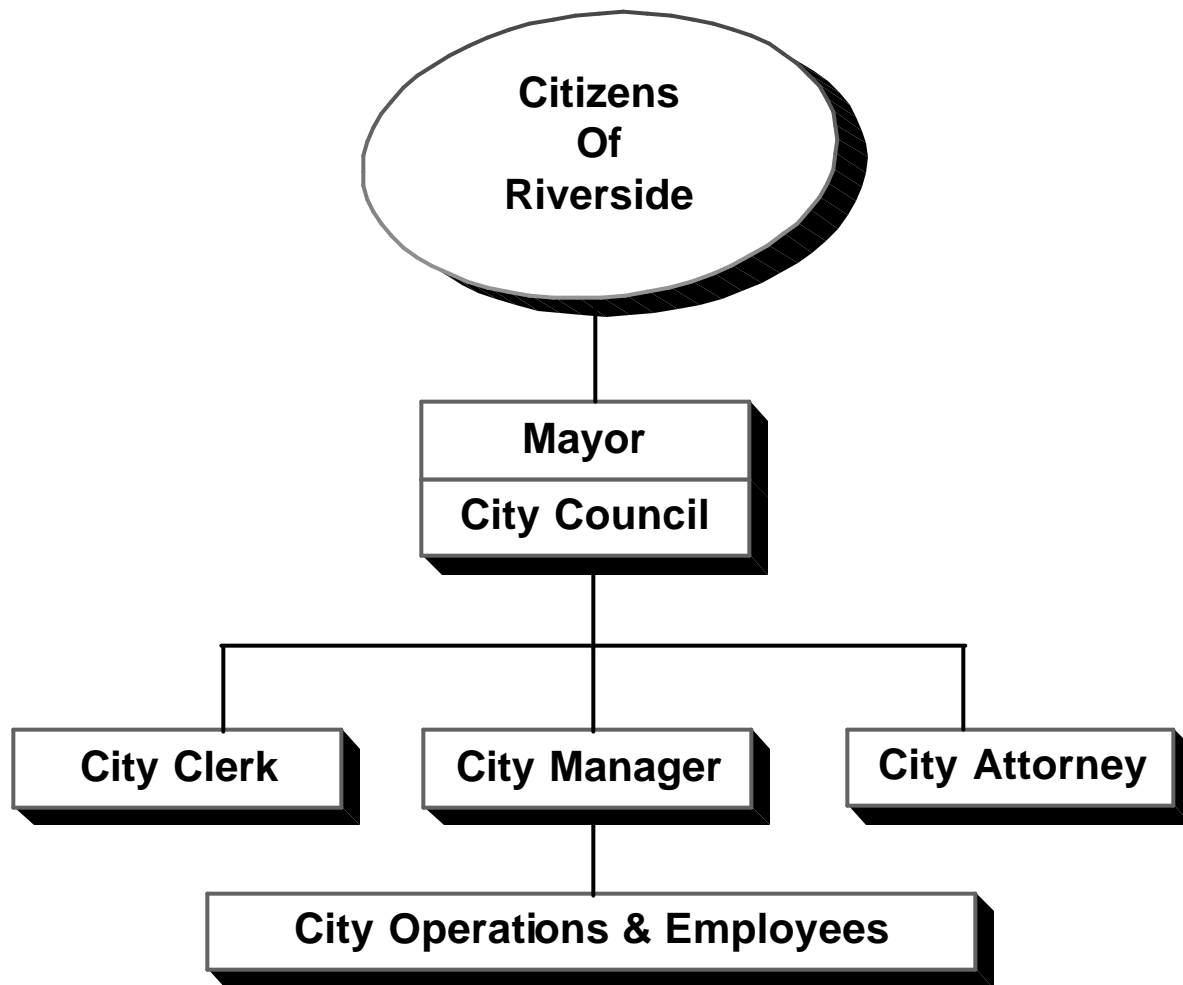
**Mayor's Day/Night Out:** To reach out to the community by bringing City Hall to Riverside's 26 neighborhoods to listen and respond to citizen concerns thus creating an awareness of city resources available to residents and increasing the visibility and responsiveness of City Hall.

**Riverside Community Online:** To create a Smart Community by providing residents, businesses, and governmental, educational, cultural, and social organizations access to information through the creation of and access to a highly interactive gateway.

**Youth Crime Prevention:** To decrease risk factors which lead to delinquency by focusing prevention/intervention efforts on youths zero to ten years old by monitoring City and County efforts and program focused on this goal.

**Higher Education Business Council/New Higher Education Paradigm:** To maximize the community's use of Riverside's four higher education institutions and determine what strategies, initiatives and partnerships could be put in place, through the New Higher Education Paradigm series, to help make Riverside a center for the New Economy.

## Mayor



### Recent Accomplishments

- Completed 69<sup>th</sup> Mayor's Night Out Event, fulfilling a commitment to visiting one of the 26 neighborhoods every month since 1994.
- Visited 21 hi-tech or brand new businesses in the City of Riverside as a part of the Business Visitation Program, continuing a seven-year commitment to this program having visited a total of over 180 visits.
- Worked with the Economic Development Corporation and the Development Department for the retention, expansion, and recruitment of Riverside Businesses.
- Earned the "California Health City" designation from the State of California's Office of Healthy Communities.
- Continued Sister and/or Friendship City relationships with Sendai, Japan, the Gangnam District of Seoul, Korea, Jiangmen, China, Hyderabad, India and Cuautla and Ensenada, Mexico.
- Held a major Youth Crime Prevention Summit from which a Youth Crime Prevention Red Team was formed and then developed a blueprint for the City and County to decrease risk factors leading to delinquency in youths zero to ten years old.